

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 AID-05 CIAE-00 COME-00 EB-08 FRB-01
INR-10 NSAE-00 ICA-20 TRSE-00 XMB-04 OPIC-06
SP-02 LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-07
CEA-01 EPAE-00 DOE-15 SOE-02 AGRE-00 PA-02 OES-07
HEW-06 /135 W
-----101968 201443Z /72

R 191541Z APR 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 0293
INFO ALL EC CAPITALS
AMCONSUL BORDEAUX
AMCONSUL NICE
AMCONSUL LYON
AMCONSUL STRASBOURG
AMCONSUL MARSEILLE

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E.O. 11652: N/A
TAGS: BEXP FR
SUBJECT: FY 1978 CCP SECOND QUARTER REPORT

REF.: PARIS 03073

1. THE COUNTRY COMMERCIAL ACTION GROUP REPORT ON FY 78
SECOND QUARTER RESULTS FOLLOWS. COMMENTS ARE LIMITED
TO MAJOR DEVELOPMENTS OR SIGNIFICANT VARIATIONS FROM
TARGET GOALS. HOWEVER, THE TRADE OPPORTUNITY COUNT IS
GIVEN FOR EACH CAMPAIGN.

2. SETTING. THE SECOND QUARTER WAS MARKED BY GENERAL
HESITANCY ON THE PART OF THE FRENCH AND U.S. BUSINESS
COMMUNITY WHILE AWAITING THE OUTCOME OF THE MARCH
GENERAL ASSEMBLY ELECTIONS. WE NOTED A DOWNTURN IN
THE NUMBER OF BUSINESS VISITORS AND INQUIRIES. NOW THAT
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THE ELECTIONS ARE OVER AND THE COALITION OF THE CENTER-
RIGHT HAS BEEN RETURNED TO POWER, WE EXPECT A RETURN
TO "NORMAL" WHICH IMPLIES:
-- AN INITIAL UPTURN IN INVESTMENT ACTIVITY AS DEFERRED
PLANS ARE IMPLEMENTED IN A CLIMATE OF INCREASED
BUSINESS CONFIDENCE;
-- A POSSIBLE TAPERING OFF IN INVESTMENT LATER IN THE

YEAR SINCE THE NEW BARRE GOVERNMENT IS EXPECTED TO
CONTINUE -ALBEIT WITH SOMEWHAT LESS RIGOR- ITS
DEMAND RESTRAINT POLICIES;
-- GROWTH FOR THE REMAINDER OF 1978 ON THE ORDER OF
3-4 PERCENT WITH INFLATION HOVERING AROUND 9 PERCENT.

NEVERTHELESS, FOR THE QUARTER WE GENERALLY MET OUR CCP
OBJECTIVES, EXCEPT FOR A SHORTFALL IN OUR ELECTRONIC
INDUSTRIES PRODUCTION AND TEST EQUIPMENT CAMPAIGN.

3. CAMPAIGN NO. 1: MINICOMPUTERS AND RELATED EQUIPMENT.
SIX TO'S WERE SUBMITTED VERSUS TARGET OF TEN. FY 78
FIRST SIX MONTHS TOTAL: 14 TO'S SUBMITTED VERSUS 25
TARGETTED. CAMPAIGN MANAGER HOLBROOK VISITED CONSULATES
MARSEILLE AND NICE, FEBRUARY 27-MARCH 3 PROMOTING
PRINTEMPS INFORMATIQUE COMPUTER SHOW AT TRADE CENTER
MAKING 20 PERSONAL CALLS. PRINTEMPS INFORMATIQUE WAS
ALL TIME HIT WITH 52 EXHIBITORS REPRESENTING 116 COMPA-
NIES CROWDING ALL CORNERS OF AVAILABLE SPACE WITH
PROJECTED SALES OVER NEXT 12 MONTHS OF 53 MILLION
DOLLARS. A NUMBER OF TO'S SHOULD DEVELOP FROM THE MORE
THAN 3000 VISITORS TO THE SHOW. INTERVIEWS WITH
EXHIBITORS YIELDED A LONG LIST OF PRODUCTS (5U)
CONSIDERED TO HAVE HIGH SALES POTENTIAL.

4. CAMPAIGN NO. 2: EIPT EQUIPMENT.
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NO TO'S WERE SUBMITTED VERSUS TARGET OF FIVE. SIX
MONTHS TOTAL: 2 TO'S SUBMITTED VERSUS TARGET OF 30.
COMMENTS MADE FOR THIS CAMPAIGN IN THE PREVIOUS REPORT
(PARIS 03073) REMAIN APPLICABLE THIS QUARTER. TO WIT,
THE LOW LEVEL OF FRENCH INVESTMENT AND THE FACT THAT
INSTRUMENTS USED FOR EIPT ALSO FALL IN OTHER CAMPAIGN
CATEGORIES. EMBASSY BIO AT ELECTRONIC COMPONENTS
SHOW, APRIL 3-8 WAS GREAT SUCCESS; WE RECEIVED AN
AVERAGE OF 75 INQUIRIES PER DAY. CAMPAIGN MANAGER
ALSO VISITED EIPT SECTION OF SALON, CANVASSING TO'S
WITH GOOD LEVEL OF INTEREST. NOW THAT ELECTIONS ARE
OVER, IT IS HOPED THAT FIRMS IN THIS INDUSTRY CATEGORY
WILL CONTEMPLATE INCREASED INVESTMENT. ANOTHER MASS
MAILING IS BEING PREPARED FOR APRIL TO VISITORS TO THE
EIPT EXHIBITION AT THE TRADE CENTER, NOVEMBER 14-17,
1977. WE SHALL CONTINUE TO WATCH THIS CAMPAIGN CLOSELY
AND, DEPENDING ON THIRD QUARTER RESULTS, MAY
RECOMMEND MODIFICATIONS IN OUR TARGETS AND ACTIVITIES.

5. CAMPAIGN NO. 3: PROCESS CONTROL INSTRUMENTATION.
ELEVEN TO'S DEVELOPED VERSUS 15 TARGETTED. FOR FIRST
HALF FY 78, 19 TO'S DEVELOPED VERSUS 25 TARGETTED.

THE T.C. EXHIBIT OF PROCESS CONTROL INSTRUMENTATION
TOOK PLACE JANUARY 31-FEBRUARY 3, 1978. A SECOND

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UNIVERSE MAILING TO TC EXHIBITION VISITORS WILL BE
UNDERTAKEN DURING THE 3RD QUARTER TO BOOST THIS
CAMPAIGN.

6. CAMPAIGN NO. 4: POLLUTION CONTROL EQUIPMENT.
6 TO'S SUBMITTED VERSUS TARGET OF 5. FOR FIRST HALF
FY 78, 10 TO'S SUBMITTED VERSUS TARGET OF 5. THREE
LICENSING OPPORTUNITIES HAVE ALSO BEEN GENERATED.
PREPARATIONS WERE COMPLETED FOR THE TC EXHIBITION
"ENVIRONMENTAL" WHICH TAKES PLACE APRIL 11-14, 1978
AND KEY PROSPECT CALLS TO PROMOTE ATTENDANCE WERE
MADE. IT IS EXPECTED THAT A SUBSTANTIAL NUMBER OF
TO'S WILL BE GENERATED FROM THE INFORMATION BOOTH
STAFFED BY COMAFF PERSONNEL.

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7. CAMPAIGN NO. 5: CONSUMER GOODS.

54 TO'S WERE SUBMITTED (NO TARGET SET). FOR THE FIRST SIX MONTHS OF FY 78, 94 TO'S SUBMITTED. IN ADDITION TO MEETING SECOND QUARTER TARGETS, WE PREPARED AN EXTENSIVE SURVEY ON FOOTWEAR (A-10, JANUARY 13, 1978) AND SUBMITTED DETAILED DATA ON THE WATCH INDUSTRY REQUESTED BY THE UNITED STATES INTERNATIONAL TRADE COMMISSION (A-86, MARCH 24, 1978). WE ALSO MOUNTED A BIO AT THE INTERNATIONAL AGRICULTURAL SHOW FROM MARCH 5 TO 12, 1978. GOOD TRADE CONTACTS WERE MADE DURING THE SHOW, AND A DETAILED REPORT HAS JUST BEEN PREPARED (A-90, APRIL 5, 1978). WE HAVE BEEN ABLE TO ACCOMODATE THE ADDITIONAL WORKLOAD REQUIRED RELATIVE TO FOOTWEAR AND, THEREFORE, CONTEMPLATE NO CHANGE IN THIS CAMPAIGN.

8. CAMPAIGN NO. 6: INCREASE TRAVEL TO USA.

THE OBJECTIVES OF THIS CAMPAIGN ARE BEING MET THROUGH CONTINUING COOPERATION WITH THE USTS AND SUPPORT GIVEN BY COMAFF PERSONNEL IN SUPPORT OF THE FOREIGN BUYER PROGRAM.

9. OSPE NO. 2: ENERGY SYSTEMS.

ICA ARTICLES WERE REVIEWED AND THOSE SELECTED ARE BEING DUPLICATED FOR DISTRIBUTION TO APPROPRIATE PRESS OUTLETS.

10. OSPE NO. 5: METALWORKING AND FINISHING EQUIPMENT.

THE GLOBAL MARKET SURVEY FOR FRANCE FOR MACHINE TOOLS WAS AWARDED TO A UK FIRM AND WILL BE SUPERVISED IN LONDON.

11. OSPE NO. 6: ELECTRONIC COMPONENTS.

AS NOTED UNDER CAMPAIGN NO. 2, A BIO WAS HELD AT THE UNCLASSIFIED

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SALON INTERNATIONAL DES COMPOSANTS, APRIL 3-8, 1978.

12. OSPE NO. 7: HEALTH CARE INDUSTRIES.

A MASS MAILING WAS MADE IN MARCH TO IMPORTERS OF HEALTH CARE ITEMS AND EQUIPMENT FOR THE HANDICAPPED.

13. OSPE NO. 10: INVESTMENT PROTECTION AND FACILITATION.

LETTERS REQUESTING MATERIAL ON INVESTMENT FOR REFERENCE USE IN THE COMMERCIAL LIBRARY WERE SENT. THE RESPONSE HAS BEEN EXCELLENT AND WE NOW HAVE UP TO DATE

INFORMATION FOR USE BY VISITORS TO THE COMMERCIAL
LIBRARY.

14. OSPE NO. 11: FOOD PROCESSING AND PACKAGING EQUIPMENT.
THE BRA FOR THE GLOBAL MARKET SURVEY ON THIS SUBJECT
HAS NOT BEEN RECEIVED.
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